

P-35: Youth Tobacco Cessation Collaboration

Venue: Schools

Goal: Promoting Cessation of Tobacco Use

Sponsoring Organization: ESD 112, Southwest Washington Health District (SWWHD)

Abstract: ESD 112 and Southwest Washington Health District have developed an innovative partnership to implement substance abuse prevention and intervention services for Clark and Skamania County high school students. The collaboration between the health district, with its mission to serve teens in the community, and the ESD, with its mission to serve school districts, provided an opportunity for cooperation inside the school buildings. Identified alignment of these similar organizational missions led to pooling of resources and structures so that the ESD could provide services to high school (10th-12th graders) youth who are excluded from the school-based tobacco prevention program target population. The team hired a Substance Abuse Intervention Specialist and developed and piloted a youth cessation model strategy, known as “the Continuum of Change”. The pilot project included tobacco policy enhancements, and referrals to cessation/intervention classes for youth who violate policies. Strategies for intervening included use of Teen Tobacco Users (TEG), Helping Teens Stop Using Tobacco (TAP), and a Media Literacy program.

Recommendations: We find it very effective to have a cessation specialist who can pilot cessation classes and train both community and school personnel to offer cessation classes for youth. Expect that year one will be focused on development of infrastructure rather than trying to deliver cessation services directly. Assess the infrastructure for referral to cessation/diversion before expecting cessation to be offered successfully. We find that family dynamics and norms are important to consider when offering cessation services to teens.

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